

PUBLIC INFORMATION AND COMMUNICATION SERVICES
(PICS)
NIH - TASK ORDER

RFTOP# 111

**TITLE: NHLBI Media Relations and Communications Support
Services**

PART I – REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Joanna Magginas
Phone: 301-435-0360
Fax: 301-480-3432

Proposal Address:	Billing Address:
Joanna Magginas, Contracting Officer	Joanna Magginas, Contracting Officer
National Heart, Lung, and Blood Institute	National Heart, Lung, and Blood Institute
Division of Extramural Affairs, COB	Division of Extramural Affairs, COB
6701 Rockledge Dr, MSC 7902 (Rm 6138)	6701 Rockledge Dr, MSC 7902 (Rm 6138)
Bethesda, MD 20892-7902	Bethesda, MD 20892-7902
If using courier service: Zip Code 20817	

B. PROPOSED PERIOD OF PERFORMANCE: Three years from date of award.

C. TASK DESCRIPTION: See Attachment.

D. TECHNICAL EVALUATION FACTORS: See Attachment.

E. PROPOSAL INTENT DUE DATE: All contractors intending to submit proposals must indicate their intent via e-mail to magginaj@nhlbi.nih.gov no later than January 2, 2003.

F. RESPONSE DUE DATE: January 22, 2003, by 4:00 p.m. local time.

G. PRICING METHOD: CPFF

H. PROPOSAL INSTRUCTIONS: See attachment.

I. Statement of Work

A. Background Information

Project Description

The contractor shall provide services to the National Heart, Lung, and Blood Institute's (NHLBI) Office of Prevention, Education, and Control (OPEC) in the planning, development, and implementation of a range of media services and products in support of the Institute's research and education mission.

The goal is to support the Institute in meeting its Congressionally mandated mission to disseminate the results of research to assist in improving medical practice and public health. The project is designed to provide expertise to the NHLBI in developing state-of-the-art media products on such topics as high blood pressure, high blood cholesterol, obesity, physical activity, heart attack, sleep and sleep disorders, asthma, vascular disorders, and blood diseases.

B. Objective

The objective of this procurement is to obtain services to plan, develop, implement, and evaluate media relations and health communications support for NHLBI's research and education programs and initiatives.

II. **Services to be Performed**

Independently, and not as an agent of the Government, the contractor shall furnish all the necessary services, qualified personnel, material, equipment, and facilities, not otherwise provided by the Government as needed to perform this statement of work. All work under this contract shall be monitored and technically coordinated by the NHLBI Project Officer.

The contractor shall provide media relations and communications support services to support the dissemination of NHLBI research results and educational products.

Specific tasks include the following:

TASK 1. MEDIA RELATIONS, MATERIALS DEVELOPMENT, DISSEMINATION, AND PROMOTION

On an as-needed basis, the contractor shall provide a range of services and products associated with releasing news about NHLBI research and education. These shall include but are not limited to:

- #Writing backgrounders, statements, media advisories, releases, questions/answers, fact sheets, charts, and other material to help the patients and the public understand NHLBI research results.

- #Preparation and dissemination of press kits.

- #Securing space and arranging logistics for press conferences.

- #Handling calls to the media, as needed, before and after a press conference or release of major news through other means.

- #Production and dissemination of b-roll packages and audio news releases, and arranging for television satellite media tours/radio media tours.

- #Production of media-related components and material for inclusion on NHLBI's Web site.

- #Tracking broadcast and print media coverage for major news releases and

preparation of reports on the results.

[For cost proposal purposes, assume 2 each of the following activities per contract year: press conferences, b-roll packages, television satellite media tours, radio media tours, and tracking results for major news releases.]

TASK 2. MEDIA TRAINING

Conduct media training sessions for spokespersons as identified by NHLBI staff in preparation for public appearances. Some training shall be conducted in individual sessions and some may be done in small groups. The contractor shall be responsible for providing all logistics and equipment necessary for conducting the training.

[For cost proposal purposes, assume 2 individual and 2 small group training sessions per year.]

TASK 3. PRESS LIST MAINTENANCE AND PRESS RELEASE DISTRIBUTION

The contractor shall develop and maintain a database file of NHLBI's tailored "priority" press list which includes about 250 freelancers and other reporters and science writers who specifically cover NHLBI-related issues and topics. The database shall be updated regularly, as requested by the NHLBI Project Officer. As needed, the tailored NHLBI press list shall be augmented through use of commercially available press lists for specific topics and types of media including health and consumer magazines, trade press, etc., (see Task 4). Upon request from the Project Officer, the contractor must be able to fax or e-mail information to the NHLBI tailored list within 1 day.

The contractor shall maintain a fax and e-mail distribution capability for the NHLBI press list. In addition, the contractor shall be responsible for constructing specialized media lists from commercially available press lists and carrying out distribution to these outlets on an as-needed basis via e-mail and fax.

TASK 4. PRESS RELATIONS TRACKING SYSTEM

The contractor shall provide the services of an existing vendor of media relations support software designed to compile and maintain specialized press lists, track press calls, maintain an "experts" contact list, enter press contacts and coverage received, record how calls were handled, and produce related reports generated from the database. The database shall be made available to up to four NHLBI staff and approximately two contractor staff.

TASK 5. B-ROLL PRODUCTION AND ARCHIVE MAINTENANCE

The contractor shall provide the services to plan, produce, and maintain a selected video archive of brief clips of frequently-requested elements/activities such as using an asthma inhaler, a clogged artery, sleep center, emergency vehicle/heart attack scene, MRI images, blood pressure and cholesterol screenings, healthy foods, and healthy eating/physical activity scenes. The b-roll shall be disseminated as needed via satellite as part of the release of related news and/or provided upon request to the media in suitable formats.

[For cost proposal purposes, assume production and dissemination of 1 b-roll package of 2 minutes each per year of the contract.]

TASK 6. NEWS MEDIA RELATIONS EVALUATION

Develop and maintain a system for collecting and reporting on results of NHLBI media relations activities. This would involve searching relevant databases such as Lexis/Nexis on an as-needed basis and providing a subscription to a clipping service. Compile data from existing sources and provide regular evaluation reports on a quarterly basis. (This is in addition to tracking reports on special media releases/events as specified in Task 1.)

III. Proposal Requirements

Critical Elements of the Technical Approach

The offeror shall describe its role in providing the services described in Tasks 1-6. In addition, the offeror shall describe the standard operating procedures that will be used to facilitate interaction between program staff and the contractor, while insuring the considerable involvement of the Project Officer in all aspects of the contract. Included shall be descriptions of types of personnel, levels of effort, plans to maintain quality control, projected costs, and approaches to be used to minimize costs. It is essential for the offeror to describe specifically the steps to be taken to ensure that all work produced under any resultant contract is scientifically accurate, written in clear English, and prepared in final form so that it is without typographical or other errors. The use of subcontractor or other outside consultants shall be identified and justified, with particular emphasis on demonstrating the ability of the subcontractor to integrate its efforts with those of the offeror and to ensure that the needs of the NHLBI are met, when such capability does not exist in-house.

The technical approach to the statement of work (Tasks 1-6) as demonstrated in the proposal shall include the following in the very same order:

- a. Understanding of the problem;
- b. Role of the contractor;
- c. Activities to be performed by the contractor (as they relate to each of Tasks 1-6);
- d. Perceived contractor staffing requirements; and
- e. Procedures to be used to ensure quality control.

Samples of Previous Work

The offeror is requested to submit, with the proposal, samples of work done by personnel proposed for the contract. Where possible, samples shall be similar to products described in Tasks 1-6. Proposed personnel shall be specifically identified for their function and/or contribution to each work sample. The selection of appropriate samples shall be sufficient to demonstrate the abilities of the proposed personnel and to show their experience. A large quantity of materials is not necessary.

IV. Technical Evaluation Criteria

Proposals submitted in response to this solicitation will be subjected to an in-house review by an ad hoc committee of the NHLBI and other NIH staff who are familiar with the requirements of the RFP.

Specific technical evaluation criteria to be considered in the review of proposals are shown below:

Qualifications of Personnel

35 points

The personnel to be used under this contract will be evaluated on the basis of experience, qualifications, and availability. The personnel shall be appropriate to the level and kind of work required. Qualifications and experience will be evaluated as follows:

The program manager shall be a senior staff member of the company. He/she shall be evaluated on prior performance and demonstrated ability in effective program management and cost and quality control. Supporting materials shall include a curriculum vitae and statements of reference concerning management activities similar to those solicited. If the proposal includes subcontracting relationships, evidence must be provided of the ability of the program manager to ensure timely completion of quality work from a subcontractor.

The qualifications, availability, and experience of proposed professional staff to work under this contract (including those committed to the contract in writing but not yet working with the company) will be evaluated on the basis of curricula vitae, statements of reference (letters and memos complimenting the individual for high-quality work), and samples of work. Work samples shall be similar to products described in Task Areas 1-6 of the RFTOP. Samples will be judged in terms of ability to develop materials that are appropriate, clear, and succinct. Correct use of grammar, quality of editing, and absence of jargon are imperative. The proposal itself will be considered a work sample, and contributors to the proposal shall be identified by name and corresponding section of the proposal.

Understanding of the Requirements and Adequacy of the Proposed Approach

30 points

Evaluation will be based on the offeror's response to Task Areas 1-6. The evaluation will focus on the understanding of the kind and level of support required, the quality of the technical approach, and the quality, efficiency, and effectiveness of the work products described and demonstrated by the proposal. The offeror must provide a detailed plan for an effective system of quality control, citing examples of its experience with the types of errors that may be encountered in work of the kind to be performed under this contract and the mechanisms that it has in place to guard against future occurrence of such errors.

ganization and Administration

20 points

arity and effectiveness of organizational relationships, including relationships with subcontractor(s), if any, expected ease and efficiency of management and control, and company commitment to this contract will be evaluated. Particular emphasis will be placed upon the management structure proposed for any subcontracting relationships. If the proposal includes subcontracting relationships, it is imperative that the contributions of each organization be clearly identified and the methods relied upon to ensure effective integration of activities be specified in detail. A subcontractor may augment, but may not supply the full expertise for, any of the six task areas of the contract.

Related Experience of the Company

15 points

ie experience of the company as described in the proposal and in statements of reference (letters or memos from satisfied customers) will be evaluated. Company experience must show substantial expertise in projects similar to those described in the RFTOP. The suitability of facilities and resources for performance of the proposed contract will be evaluated.

otal Weight

100 points

V. Special Requirements

1. Offerors should limit the size of their technical proposals to 20 double-spaced pages of text. Work samples submitted as part of the technical proposal are to be limited to 5 or fewer, and are to be provided in an appendix that is preceded by a table of contents.
2. To assure rapid response to changing program needs, and to assure adequate day-to-day management of complex activities that must be conducted in close concert with activities of NHLBI staff, other Federal agencies, and other contractors, the project staff of the successful offeror must be available to meet with program staff at the NIH in Bethesda with as little as 2 hours advance notice. The offeror must submit a plan to meet this requirement. Thus, offerors are required to submit evidence of the ability to obtain the necessary facilities, equipment, and personnel. The description shall identify those personnel who would be available. Also, the arrangement, whether firm or contingent upon award, for the rental, purchase, or other acquisition of resources necessary for the day-to-day operation shall be described and supportive evidence furnished for resources not yet functional.
3. To assure rapid response to changing program needs, and to assure adequate day-to-day management of complex activities that must be conducted in close concert with activities of NHLBI staff, other Federal agencies, and other contractors, it is imperative that the offeror demonstrate convincingly for any proposed subcontracting relationships its ability

to ensure responsiveness to the needs of the Institute and to maintain management accountability. The extent to which any proposed subcontracting relationship is integrated into the offeror's proposal will be considered relevant evidence on this issue.

4. The offeror must be familiar with biomedical research. This does not mean that experienced biomedical researchers are needed on staff. Rather the efficiency and effectiveness of the required sources shall be determined in large part by the offeror's experience and familiarity with biomedical research terminology, the structure of the National Institutes of Health (NIH), and the methods by which research programs are administered by the Institutes and Centers of the NIH.
5. The NHLBI serves as the lead agency for the national research effort directed toward cardiovascular, pulmonary, and hematologic diseases, sleep disorders, and blood resources, and its communications are distributed widely with target audiences including the Congress of the United States, the Department of Health and Human Services, other Executive Branch Departments, the medical care and scientific research communities, and the public. Therefore, it is imperative that all materials and services delivered to the Institute be provided in a timely and accurate manner and that all materials leaving the Institute be error free and received by the proper audiences.

VI. Reporting Requirements

Technical Progress Reports

1. Quarterly Reports: Two reproducible copies shall be due 10 calendar days after the end of each quarter. Reports shall be in narrative form and include all activity conducted during the previous quarter. Quarterly reports shall include:
 - A quantitative and qualitative description of overall progress, including the hours and dollars expended for each task activity during that quarter;
 - An indication of any current problems that may impede performance, and proposed corrective action; and
 - A discussion of the work to be performed during the next quarterly reporting period.
2. Final Report or Evaluation Report: Two reproducible copies of a final report shall be submitted 30 days before the conclusion of the contract.
3. Data Files, Disks, and Media Master Copies: The contractor shall deliver to the NHLBI Project Officer, on or before the last day of the contract period of performance, all master copies of all materials produced during the contract period. This includes all originals (print materials and graphics), disks, videos, CD-ROMs, DVDs, negatives, photographs, slides, computer files and any other media or print master copies. The materials shall be clearly marked and an inventory of all materials shall be included.
4. Technical Reports as Directed by the NHLBI Project Officer: The contractor shall prepare additional technical reports based on the statement of work as specified by the NHLBI Project Officer.

TO # NICS-111

TITLE: NHLBI Media Relations and Communications Support Services

PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____

Contractor:

Points of Contact:

Phone: Fax:

Address:

TOTAL ESTIMATED COST:

Pricing Method: CPFF

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR:_____

Signature

Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE
BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

RECOMMENDED: _____

FAX #

Signature - Project Officer

Date

APPROVED: _____

FAX #

Signature - Contracting Officer

Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT WITHOUT
THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: _____

FAX# 301-435-6101

Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator

Date